

ORDER

KLAS

Orders

Order / Rev: **37564**
 Alt Order #: 08879010
 Product Desc: ISSUE
 Estimate: 618
 Flight Dates: **10/23/12 - 10/29/12**
 Original Date / Rev: 10/18/12 / 10/18/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency

Name: **Mentzer Media Services**
 Buying Contact:
 Billing Contact:
 600 Fairmont Avenue
 Towson, MD 21286

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **Restore Our Future**
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	53	\$205,850.00	\$174,972.50
10/29/12	10/29/12	6	\$10,950.00	\$9,307.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$205,850.00	\$174,972.50	0.00
November 2012	6	\$10,950.00	\$9,307.50	0.00
Totals	59	\$216,800.00	\$184,280.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	40%	\$216,800.00
Market	100%	\$542,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	15%	\$81,300.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	11%	\$59,620.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/23/12	10/26/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00
EYEW NEWS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		5				\$1,200.00		0.00			
2	8	10/23/12	10/26/12		CM	5-630p	-TWTF--	:30	8	\$1,700.00	LV2	0.00	NM	8	\$13,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5-630p M-F 8 News Now 5-630p M-F EYEW NEWS AT 5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 8 \$1,700.00 0.00														
3	8	10/23/12	10/26/12	7-8p Rotator 7-8p Rotator	CM	7-8p -TWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
ET/INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 1 \$3,000.00 0.00														
4	8	10/23/12	10/26/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
EYEW NEWS AT 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$2,500.00 0.00														
5	8	10/23/12	10/26/12	Letterman Letterman	CM	1135p-1237a -TWTF--	:30	4	\$950.00	LV2	0.00	NM	4	\$3,800.00
LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$950.00 0.00														
6	8	10/24/12	10/24/12	Wed 10-11p CSI	CM	10-11p --W----	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
CSI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$15,000.00 0.00														
7	8	10/25/12	10/25/12	Thu 9-10p Person Of Interest	CM	9-10p ---T---	:30	1	\$20,000.00	LV1	0.00	NM	1	\$20,000.00
PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$20,000.00 0.00														
8	8	10/27/12	10/27/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p -----S-	:30	2	\$600.00	LV2	0.00	NM	2	\$1,200.00
ET WKND 1X NA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 2 \$600.00 0.00														
9	8	10/27/12	10/28/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P -----SS	:30	2	\$1,100.00	LV2	0.00	NM	2	\$2,200.00
EYEW NEWS SA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----SS 2 \$1,100.00 0.00														
10	8	10/28/12	10/28/12	8 News Now Sun AM #1 8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	3	\$700.00	LV1	0.00	NM	3	\$2,100.00
8 NEWS NOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 3 \$700.00 0.00														
11	8	10/28/12	10/28/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn-----S	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
CBS SUN MORN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 2 \$2,500.00 0.00														
12	8	10/28/12	10/28/12	Sun 9-10p The Good Wife	CM	9-10p -----S	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
GOOD WFIE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$10,000.00 0.00														
13	8	10/29/12	10/29/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
EYEW NEWS MORN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,200.00 0.00														
14	8	10/29/12	10/29/12	5-630p	CM	M-----	:30	2	\$1,700.00	LV2	0.00	NM	2	\$3,400.00

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Estimate:	618

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